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CONTENT

Hungarian business news, expert articles and advisements that provides businessmen further competitiveness and personal development.

TARGET GROUP

Business decision makers, top and medium managers and entrepreneurs. The content will supply managers and those who work in the field of commerce, manufacturing, marketing, HR, finance and informatics.

CIRCULATION

Total number of copies printed: 10 000

Price: 1250 Ft

Annual subscription: 27 500 Ft + 5%

DISTRIBUTION CHANNELS

Personal and corporate subscribers: 3 500

Vending distribution: 800

VIP list distribution: 5 700

Embassies, government institutions, chambers of commerce, special 4 and 5 star hotels, VIP lounge of Liszt Ferenc Airport, special fitness rooms, private hospitals and clinics, special office buildings, publishers and conferences and business events.

TECHNICAL PARAMETERS

Printing: offset rolls, four colors

Grid density: 60 lines/cm

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Bleed: + 5 mm

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Deadline: The Friday before printing date in ready-for-press format

Format: CMYK file (PDF-X3 or texts transformed into vectored EPS curve, or TIFF/JPG), with 300 dpi density.

Please ask for our detailed technical description!

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